



**POWER** is an innovative opportunity to partner electric and gas transmission utilities with conservation interests in Kentucky.

This program is a cooperative effort aimed at adapting existing right-of-way management activities to benefit wildlife, customers, and utilities. Benefits include enhanced wildlife habitat, improved public relations, and lower maintenance costs.

## Frequently Asked Questions about POWER ...

◆ ***How did the POWER Program develop?***

The Kentucky Association of Resource Conservation & Development Districts approached the Kentucky Department of Fish and Wildlife Resources in 2005 about working with utilities in the Commonwealth to develop a program that would improve wildlife habitat and customer relations on large utility corridors. Since then we have enlisted numerous partners who are available to help promote and develop the program.

◆ ***Who is involved in the POWER Program?***

So far, Big Rivers Electric Corporation in northwest and Western Kentucky is the only utility that has financially sponsored POWER. Conservation partners—over a dozen natural resource agencies and organizations who are interested in seeing the program get on the ground—are currently working around the state to develop demonstration projects that showcase what landowners can do on rights-of-way to reduce maintenance and improve wildlife habitat. We are hopeful that more utilities will seize this opportunity by dedicating funds to POWER in their service areas.

◆ ***What benefits are there to participation in POWER?***

For utilities, there is great potential for improved public and landowner relations, while at the same time realizing reductions in long-term maintenance costs. The first utility sponsor of a similar program in Georgia reports great success with their involvement, including improved public relations and reductions in right-of-way maintenance costs; in 10 years Georgia Power has enrolled cooperative agreements with landowners on over 15,000 acres of rights-of-way.

◆ ***How does the POWER Program work?***

POWER can be tailored to meet the particular right-of-way management needs of utilities while also promoting landowner and wildlife interests. One way a utility might employ POWER in their service area is to offer financial incentives to landowners who plant or foster a desirable type of vegetation on the segment of right-of-way that cross their properties. This could be done on a contract basis for a set period of time, such as for 3 years. Only native or noninvasive plants should be promoted. For example, native grasses and wildflowers or annual grains planted and left fallow for 2 years are among the types of plants that could be promoted to meet everyone's objectives for a particular right-of-way area. Projects will be signed and publicized to recognize the landowner and sponsoring utility.

◆ ***How do utilities learn more about POWER?***

Call 502-564-7109 ext. 4479 to discuss the possibilities for POWER in your area. Program partners are looking for more utilities to financially sponsor the program in their service areas. Your input could be pivotal in getting the program going in your area!

# Big Rivers Electric Corporation :

## POWER's *first* sponsor



Big Rivers Electric Corporation is the first utility in Kentucky to financially sponsor the POWER Program in its service area. Beginning in fall 2008, Big Rivers in cooperation with Kentucky Department of Fish & Wildlife Resources, the USDA-NRCS' Resource Conservation & Development, and over a dozen other partners are working to implement this program in 3 pilot-test areas.

### POWER Program Pilot Test Areas

